Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009

Message Text

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PAGE 01 SEOUL 06347 291010Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-08 PASS-00 /018 W
----------000332 291157Z /50
R 290353Z JUL 77
FM AMEMBASSY SEOUL
TO SECSTATE WASHDC 5404
INFO USDOC WASHDC

UNCLAS SEOUL 6347

E.O. 11652: N/A
TAGS: BEXP, KS
SUBJECT: U.S. ELECTRONICS 77, SEOUL, SEPTEMBER 26-30, 1977

TO: FOXBORO COMPANY
WHEELER RD.
BURLINGTON, MASS. 01803
TELEX NO.: 927602 (ANSWER BACK: FOXBOROCO FOXO)
ATTN: MR. ROD HUCK, INT'L SALES COORDINATOR

1. U.S. ELECTRONICS 77 IS AN EXHIBITION OF ELECTRONIC COMPONENTS AND ELECTRONIC PRODUCTION AND TEST EQUIPMENT TO BE HELD IN THE U.S. TRADE CENTER AT TOE AMERICAN EMBASSY, SEOUL, SEPTEMBER 26-30, 1977. THIS WILL BE OUR MAJOR EVENT IN THE ELECTRONICS AREA FOR THE 1977/1978 EXHIBITION SEASON, WHICH WE EXPECT TO BE FURTHER ENHANCED BY THE PARTICIPATION OF U.S. SECRETARY OF COMMERCE JUANITA M. KREPS, WHO WILL VISIT THE EXHIBITION DURING HER OFFICIAL TRIP TO SEOUL.

2. THE RAPIDLY GROWING KOREAN ELECTRONICS INDUSTRY OFFERS EXCELLENT OPPORTUNITIES FOR THE SALE OF U.S. COMPONENTS AND EQUIPMENT. IN 1975, LOCAL PRODUCTION WAS VALUED AT $860 MILLION, WHILE THE ESTIMATED OUTPUT FOR 1977 IS $1,400 MILLION, A MORE THAN 60 PERCENT INCREASE IN JUST TWO YEARS.

3. A SIMILAR SHOW WAS HELD AT THE TRADE CENTER IN JULY 1976.
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AT THAT TIME THE 9 EXHIBITORS REPRESENTING 27 U.S. MANUFACTURERS, REPORTED OFF-THE-FLOOR SALES OF $2,095,000 AND PROJECTED 12-MONTH SALES OF $22,260,000. MORE THAN 1,000 SALES LEADS WERE OBTAINED FROM ALMOST 1,300 VISITORS.

4. WE ARE ALSO CONTACTING YOUR LOCAL AGENT ABOUT THIS EXHIBITION. I URGE YOU TO ENCOURAGE HIS PARTICIPATION ON YOUR BEHALF, BOTH

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IN THE EXHIBITION AND IN THE TECHNICAL PRESENTATIONS PROGRAM
WHICH WILL ACCOMPANY IT. HE HAS ALSO BEEN PROVIDED WITH A SHORT
SURVEY PREPARED BY THE EMBASSY'S MARKET RESEARCH STAFF WHICH
PROVIDES ADDITIONAL MARKET DATA AND HIGHLIGHTS THOSE ITEMS DEEMED
TO HAVE EXCEPTIONAL SALES POTENTIAL IN KOREA.

5. THERE WILL BE A NOMINAL CHARGE TO EACH EXHIBITOR TO COVER
THE COST OF MOUNTING AND STRIKING THE EXHIBITION, A RECEPTION,
TECHNICAL, SECRETARIAL, AND OTHER SERVICES, AND MOST IMPORTANTLY,
A MARKET PROMOTION CAMPAIGN WITH THE PROVEN ABILITY TO ATTRACT
KOREA'S MOST INFLUENTIAL POTENTIAL BUYERS. ALL COSTS OF
TRANSPORTATION AND FREIGHT HANDLING MUST ALSO BE BORNE BY THE
EXHIBITOR, ALTHOUGH WE WILL ASSIST WITH EXPEDITIOUS CUSTOMS
CLEARANCE. BECAUSE OF THE LIMITED SPACE AVAILABLE, YOU OR
MIRI INC., LTD. SHOULD ACT PROMPTLY TO SECURE A SPACE
IN THIS EXHIBITION BY CONTACTING ME OR MR. KIM IL LAN AT THE
AMERICAN EMBASSY IN SEOUL. I HOPE YOUR FIRM WILL BE JOINING US
IN U.S. ELECTRONICS 77. REGARDS GEORGE A. KACHMAR, DIRECTOR,
U.S. TRADE CENTER, AMERICAN EMBASSY SEOUL.

AMERICAN EMBASSY
SEOUL, KOREA
STERN

NOTE BY OC/T: PASSED TO ABOVE ADDRESSEE.
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Message Attributes

Automatic Decaptioning: X
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Concepts: n/a
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
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From: SEOUL
Handling Restrictions: n/a
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
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Review Release Event: n/a
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SAS ID: 1808828
Secure: OPEN
Status: NATIVE
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TAGS: BEXP, KS
To: STATE
Type: TE
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Review Markings:
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Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009